

# PRESS RELEASE - Aug 10



## POS Campaign: "Balance is the Key!"

**New counter displays for workshops explain why balancing is so important.**

Right on time for when drivers swap their summer tyres for winter ones, this autumn HOFMANN POWER WEIGHT will launch a new counter display for showrooms. Designed to back up this particular argument and support sales in the workshop, the display provides a simple illustration of why it is vital to balance car tyres.

The display, which consists of a model car and a screen, starts the demonstration at the touch of a button. As soon as the car's wheels start to turn, the vibrations caused by them being out of balance can be clearly seen on the vehicle. At the same time, the screen shows the new short film "Why Balancing?" and provides any interested customers in the workshop with a detailed explanation of the effects of tyres that are out of balance.

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WEGMANN automotive is the leader in the world market for balance weights designed for use in passenger cars, freight vehicles, buses and a variety of industrial applications, as well as acting as a supplier to all the big names in the automotive world and leading spare parts retailer organisations.

The group has achieved success in its activities in America, Europe and Asia, with brands such as HOFMANN POWER WEIGHT, FRANKEN ORIGINAL, FECO, and PERFECT.

WEGMANN automotive is part of the Wegmann group, based in Munich. With more than 4000 employees worldwide, the four divisions of Defense, Transmission, Automotive and Real Estate generate an annual turnover in excess of 1.5 billion euros.

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